**User Engagement**

**of October**

**Introduction:**

Showwcase is an online platform where members of the tech community connect, share their knowledge, work experiences, projects built, people they have worked with - and find new opportunities. Showwcase users can like, follow, comment, and share posts on the platform. The company's goal is to build a platform that encourages users to share, exchange ideas, connect, and learn from other users. Every time a user logs into their Showwcase account, a new session begins. In each session, we track how and where a user is engaged on the platform.

**Data:**

Your dataset will consist of records of each session a user completes and will have the following:

● session\_id → unique identification number for each session

● customer\_id → unique identification number for each customer

● login\_date → the date the user logged into Showwcase for that session

● projects\_added → boolean if at least one project was added

● likes\_given → boolean if at least one like was given

● comment\_given → boolean if at least one comment was given

● inactive\_status → boolean if the user was inactive or idle

● bugs\_occurerd → boolean if a user ran into at least one bug

● session\_projects\_added → number of projects added

● session\_likes\_given → number of likes given

● session\_comments\_given → number of comments given

● inactive\_duration → number of seconds a user was inactive or idle

● bugs\_in\_session → number of bugs a user ran into

● session\_duration → number of seconds a user was logged for that session

**Critical Insights into the report:**

* Few entries in data were missing so had done EDA using Python.
* Customer id 87323 has uploaded maximum number of projects 38 in the month of October.
* Customer id 23404 has given the maximum comment and likes in his all sessions together.
* On an average 10 session id’s gets generated per day
* Maximum number of sessions and bugs has generated on 26 October 2019.
* Maximum inactive session duration has been reported on 26 October 2019 i.e. 14 times.

**Conclusion:**

This Dashboard would help us to identify the targeted audience such that the top 10 customers as per their activities such as session duration, projects added, active and inactive session. Also, we can track the bugs throughout the session duration to consider any improvement in the system. The standard deviation and average of the activity is also tracked per customer and per session.